



open streets

APRIL 2 2017

Open Streets Initiatives open spaces normally reserved for cars to people, providing a safe environment to walk, bike, play, and socialize, promoting healthy and active living and building community.

By hosting its first Open Streets event on April 2, 2017, the City of Columbia joins a global movement. Similar events occur throughout the Southeast, including in Atlanta, Asheville, Myrtle Beach, and Charlotte. We hope to partner with community organizations, neighborhoods, and businesses to grow Open Streets Columbia in 2018 and beyond.

3 hours of streets temporarily closed to automobile traffic

37 family-friendly activities hosted by local businesses and organizations

500+ participants of all ages

Civic Pride

63% attendees became aware of a local business or community organization that was new to them

35% arrived by walking or biking
 $\frac{3}{4}$ walked and $\frac{1}{4}$ biked during the event

Sustainable Transportation

Physical Fitness and Wellness

78% surveyed said participating in Open Streets increased their physical activity that week

“love the open street feel and bringing the community together”
 “seeing everyone out having fun and walking/bikes”

Living Streets



What's next?



After launching the Columbia's first Open Streets, the City's Bike and Pedestrian Advisory Committee and its partners are already looking toward the future. How can we continue the momentum?

Explore new opportunities for when and where Open Streets is held

½ of attendees suggested hosting Open Streets twice a year. Most want to continue seeing this initiative on Devine Street. There was equal support for either: 1) a single route but a longer distance or 2) small routes in multiple locations on the same day.

Expand event publicity

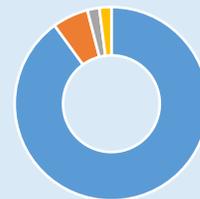
Now that Open Streets is rolling, event organizers can capitalize on opportunities for increasing awareness of future events, particularly with local news media. 25% of attendees heard about the event through social media.

Engage more neighborhoods, potentially by building capacity for other groups to host their own

38% of attendees were from the 29205 zip code. Event organizers can share resources with community leaders in other parts of the City so more residents can access walking and biking events close to home.

Open Streets on Devine Street

72% adults, 28% children



- white
- black
- Asian
- Hispanic

Promote friendly environments for walking and biking

The City's Bike and Pedestrian Advisory Committee is engaged in ongoing work to make Columbia a great place to live, walk, and bike – not just during Open Streets, but every day.

BPAC supports City staff in implementing Columbia's bicycle and pedestrian plans and policies and advises the Mayor and City Council on residents' interests related to walking and biking.



Interested in supporting this initiative in the future?
Visit <https://openstreetscolumbia.com/>

